

Message Text

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22-12

ACTION AF-06

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /044 W

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R 191130Z DEC 75

FM AMEMBASSY NAIROBI

TO USDOC WASHDC

INFO SECSTATE WASHDC 6762

AMEMBASSY DAR ES SALAAM

AMEMBASSY ADDIS ABABA

AMEMBASSY GABORONE

AMEMBASSY KHARTOUM

AMEMBASSY LOURENCO MARQUES

AMEMBASSY LUSAKA

AMEMBASSY PRETORIA

AMCONGEN ASMARA

AMCONGEN CAPE TOWN

AMCONGEN DURBAN

AMCONGEN JOHANNESBURG

AMEMBASSY MASERU

AMEMBASSY MBABANE

AMEMBASSY MOGADISCIO

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E.O. 11652: N/A

TAGS: BEXP,KE

SUBJECT: PROPOSED FY 1977 TRADE PROMOTION SCHEDULE FOR KENYA

REF: USDOC 18573

1. IN REPLY TO REFTEL POST HAS THE FOLLOWING COMMENTS ABOUT
PROPOSED EVENTS FOR NAIROBI:-

A. FOOD PROCESSING AND PACKAGING TRADE MISSION
SCHEDULED FOR NOV 76 SHOULD BE AN EXCELLENT FOLLOW UP
TO THE CATALOG SHOW COVERING THE SAME TOPIC IN
APRIL 1976. HIGHLY RECOMMENDED.

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B. INTEGRATED AGRI-BUSINESS TECH. SALES SEMINAR
IN JAN. 77 SHOULD ALSO BE AN EXCELLENT THEME.

C. HEALTH CARE INDUSTRIES TRADE MISSION FOR MAR 77
SHOULD BE APPROPRIATE AFTER POST'S EXPERIENCE WITH
CATALOG SHOW ON SAME TOPIC EARLIER THIS YEAR.

D. ENERGY SYSTEMS TECH. SALES SEMINAR FOR JUNE 77
WILL HAVE ONLY MARGINAL IMPACT ON KENYAN MARKET.
SUGGEST KENYA BE DELETED FROM THIS EVENT.

E. CONSTRUCTION AND BUILDING EQUIPMENT CATALOG SHOW
FOR AUGUST 77 COULD FIND A VERY DEPRESSED AND INACTIVE,
CONSTRUCTION INDUSTRY. THIS EVENT SHOULD NOT BE
SCHEDULED FOR KENYA.

2. POST FEELS THAT AN IDEAL TOPIC FOR A TRADE MISSION
OR TECH. SALES SEMINAR IN KENYA WOULD BE HOTEL EQUIPMENT.
ANY EVENT OF THIS NATURE SHOULD BE DESIGNED WITH TWO
STOPS IN KENYA NAIROBI AND MOMBASA, BEST TIMING FOR
THE EVENT OF THIS NATURE WOULD BE AFTER EASTER TO AUG 77.
POST WOULD APPRECIATE COMMERCE'S THOUGHTS ON THIS TOPIC.
MARSHALL

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